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PROFESSIONAL DEVELOPMENT

Using Technology for Careers

Are you making the most of the potential of the Internet in the Careers information you bring to your students?

On **Wednesday 11th October** at Santa Sabina College in Strathfield, the AIS will offer a one day hands-on course for Careers Advisers on using the Internet.

The course will include both using the Internet for gathering information and hands-on practice in developing a Careers web page for your school site.

Watch out for further information in the next newsletter - meanwhile, start collecting ideas for your webpage to bring to the workshop!

International Career Conference

The International Association for Educational and Vocational Guidance International Career Conference 2000 will be held at the Hyatt Regency Hotel, Perth from the **2nd - 5th April**. The themes of the program will provide the framework for conference participants to identify challenges and opportunities for career development in the new century. The conference will provide opportunities for delegates to create networks and strengthen career links, in preparation for the truly global 'virtual workplace' of the future. Delegates and presenters will discuss career issues and practices in a wide range of sectors from school systems, tertiary education, training, government and business sectors. A special effort is being made to include presentations that address indigenous and Asian career experiences and programs. From the proffered papers received there will be a wide range of thought provoking sessions in which to participate. For up-to-date information please visit the conference website:

www.petrieinternational.com.au/career 2000

Fax: (08) 9257 2099

24th Annual NSW Careers Advisers Conference

29th - 30th October 1999

The Conference was opened by the Federal Member for Macquarie, Kerry Bartlett, who, as a local member in a tourist area, demonstrated a keen appreciation of the value of the Conference's focus - *Careers in Hospitality, Tourism and Recreation*.

The Graeme Mackenzie Memorial address focussed on tourism in the new millennium, especially employment trends and issues. Laurence Franklin quoted figures of 2 million more jobs in Australian tourism by 2020, driven by a focus of experiences for Australian and overseas visitors, rather than on just looking at interesting sights. John Hart, the CEO of Restaurant and Catering Australia, pointed out that nine out of ten jobs created in 1999 were in service industries, a trend which is expected to continue. Concentration in the industry is in small business, with Sydney having 63% of service employment, predominantly in hospitality, with career paths moving across job roles and a current figure of 12% underemployment.

Morning tea was followed by an education and training panel, representing training providers, who outlined their new program initiatives and answered questions from the floor.

The Members' Forum was an opportunity to raise for discussion issues of common interest. These included:

- UAC's intention to cap marks in some subjects for the UAI in 2001
- Workloads of Careers Advisers in schools with a large student population
- Payment rates for those working in the Advisory Centres

Motions on these issues were later dealt with in the Annual General Meeting.

Friday afternoon was devoted to a series of workshops with the opportunity to participate in two. I attended one on Marketing Tourism and another on Travel Journalism. Marketing Tourism was represented by Adeline Goh, a young practitioner with a B Tourism Management from UTS, who underlined the need to be service-oriented with good negotiation and people skills to be successful in this area. A lecturer from North Sydney TAFE introduced their new 1 year Advanced Diploma in Marketing Management to begin in 2000 with course fees of \$7,000. Travel Journalism was represented by Melissa, who works as a travel journalist and photographer. She emphasised the need to have a firm economic strategy (she still works a couple of days a week as a teacher). While she really enjoys her journalism career, she finds that editors do not always act ethically and payment for articles is often late.

Saturday morning started with Cathy Tonkin, Program Manager for SOCOG Workforce Recruitment talking about job roles in the Sydney 2000 Olympics. She showed how the employment boost will start with pre-games training, the arts festival and the torch relay and continue through the Olympic and Paralympic Games. Applicants require adaptability, energy, enthusiasm, confidence, customer service skills, ability to keep calm and to follow instructions. Australia will host 90 major events in 2000, which will contribute to job opportunities before and after the games.

The site visits were somewhat marred by rain. We set out in a double decker bus, painted red like the London buses and dropped off participants at several venues. I had chosen the Tread Lightly Ecotours option, which was moved to the conference room at Jemby Lodge. Although it would have been fun actually to take part in a walk, we probably found out more about tour guiding in our fixed location than we would have done on the track. We were given an in depth look at the running of a guided tour company and some of the challenges (getting qualified staff) as well as the pluses (working for

oneself, outside).

After lunch the final session was given by Richard Neville, author, commentator and futurist. It was interesting to hear him speak of the Oz trials and to realise that what landed him a gaol sentence then (depicting Rupert the bear without any pants) would probably not even draw comment today.

Neville spoke of the borders which are coming down, e.g. childhood/ adult, privacy/ security, abolition of secrets, jobs for life, end of ageing, living and working longer and harder, professional/ personal life, relationships. He spoke of the fact that we now live in a world of paradox, where corporations are having to re-invent themselves to take account of environmental concerns, recognition of rural responsibility. He explained the trend to undertaking triple bottom line accountancy in the fiscal, sustainability and social responsibility areas while fulfilling workers' wishes for meaningful work.

In the present and immediate future Neville foresaw a time of multiple revolutions - biotechnical, artificial intelligence, nanotechnology and a tidal wave of change in science, technology, economics, ecology and politics.

Where does all this fit into tourism and hospitality? Neville believes that increasingly people will want/ need to "escape" work into the areas of adventure, entertainment and tourism which are evolving.

In closing he suggested we:

honour the past,
live in the present, and
embrace the future

Gwen Cartright
Danebank School

U.S. EDUCATIONAL ADVISING SERVICE

The U.S. Educational Advising Service provides information to people interested in tertiary study in the United States. The service was established in 1989 and is located in the U.S. Consulate General.

The service provides free, accurate and unbiased information to people interested in tertiary study in the U.S., including information on undergraduate study, post-graduate study, community colleges, short-term study, sports scholarships, financial aid and standardised tests.

Resources available include university handbooks, undergraduate directories, registration bulletins for standardized tests such as the Scholastic Assessment Test (SAT), SAT study guides, and information on financial aid.

The service is run by a group of 12 volunteers, year round, except for reduced hours during the summer school holidays in December and January. With more than 3,330 accredited colleges and universities in the U.S offering over 600 major fields of study emphasis is placed on helping people help themselves and explaining the processes involved in applying for admission to a university in the U.S.

Some quick facts about U.S. higher education

- The academic year starts in September and ends in May.
- There are 2,500 Australian students studying in the United States at 511 different universities. Columbia University in New York City, with 57, has the largest number of Australian students.
- Average costs for American students living on campus at four-year undergraduate colleges varied from US \$10,100 to US \$21,400 per year (1997-98). These costs include tuition and fees, room and board, books and supplies, and other living expenses. Costs for international students will be higher.
- Although there are government-sponsored and institutional financial aid programs, the cost of education in the United States is primarily the responsibility of the student and the student's family. A few universities have financial aid for international students, but this aid is not enough to meet the need of all students.
- Students should begin planning for their U.S. study, 12 - 18 months prior to when they will commence their course. Applications for commencing in September will close in January/February of that year.
- Students need to apply individually to each university they want to attend. An application will typically require submission of high school grades for the past three years, SAT scores, letters of recommendation, and an essay (the topic of which is set by the university).
- The terms "college" and "university" are often used interchangeably in the U.S. An American college typically offers a blend of natural and social sciences and humanistic studies. Students attend classes for approximately four years to receive a bachelor's degree in arts or sciences. A university is usually composed of an undergraduate college of arts and sciences plus post-graduate schools and facilities.

Contact details:

U.S. Educational Advising Service
U.S. Consulate General
Level 59, MLC Center
19-29 Martin Place
SYDNEY NSW 2000

Tel: 9373-9230

Fax: 9221-0551

E-mail: edadvsyd@ozemail.com.au

Hours:

Monday and Tuesday: 10:30 a.m - 2:00 p.m.;

Wednesday, Thursday, Friday: 1:00 - 4:00 p.m.

UNIVERSITY NEWS

UWS Restructure

Structural changes are under way at the University of Western Sydney.

The unique federated structure of UWS, whose members include Hawkesbury, Nepean and Macarthur, will be replaced by a series of campuses united as one. The current UWS Hawkesbury will be re-born as two UWS campuses - Hawkesbury campus at Richmond and Nirimba campus at Blacktown.

With 2000 a "transition year", the new UWS will emerge in 2001.

Hawkesbury and Nirimba campuses offer professionally oriented programs, providing graduates with excellent career prospects

Students from greater western Sydney and beyond are provided with diverse educational opportunities across a wide range of courses in a challenging learning environment. Areas of study offered are Agriculture, Built Environment, Business, Environmental Studies, Food Sciences, Health, Horticulture, Science and Technology, Social Inquiry, Tourism and Hospitality.

Our career-focused and industry-relevant courses continue to prove extremely successful in ensuring that the vast majority of graduates soon find challenging and rewarding careers.

Career Advice from UWS

Over the past few years we have worked closely with career advisers to uncover a few 'hidden gems'. These hidden gems have been courses, that while not extremely popular for one reason or another, have excellent career prospects for graduating students.

Environmental Health, Occupational Health, Food Technology, (all offered at the Hawkesbury campus) and Property Economics and Building Courses (Nirimba campus) are among those offering tremendous potential for rewarding careers.

Environmental Health: one of the real growth industries that is likely to continue to grow and make a difference to our world; a shortage of trained professionals to fill a variety of interesting and well-paid positions; broad and rewarding career paths with the flexibility to move around and ahead, without being desk-bound. Careers include: managing environments for health and sustainability; designing and monitoring environmental management systems; consultancy; managing local government environmental projects.

Occupational Health: growth area with potential for long-term careers; increasing demand for professionals to fill a variety of interesting and well-paid positions. Careers include: managing workplace safety, environmental and emergency programs; co-ordinating rehabilitation of injured workers; investigating workplace accidents.

Food Technology: demand for graduates in the food technology industry continues to increase - 100% employment on graduation. Careers include: advising about new ingredients and processes; ensuring food quality and safety; managing food manufacturing processes; opportunities also exist overseas.

Property Economics: continuing demand for professionals in Australia and South-East Asia; industry links ensure most students find employment before graduation; paid work experience with major property companies. Careers include: valuation of all forms of property; property investment, finance and portfolio management; property research, consultancy and advisory services.

Building: 100% employment at graduation; most employed before finalising course; students gain the

ability to put together and manage complex buildings; graduates are practical and productive from Day 1. Careers include: managing all facets of building projects, project and construction management in and outside Australia, managing materials and construction methods for major building sites.

For further information about these or other UWS courses give Student Recruitment a call on their toll free number: 1800 630 637.

Australian Public Service

The Australian Public Service (APS) is one of the larger employers in the country, providing career opportunities and temporary work in a wide range of agencies. There is strong competition for jobs and selection is based on the ability to do the work. There are now many more opportunities for people to seek entry to the Australian Public Service (APS) than there used to be, however applicants must be on constant look out to take advantage of these opportunities. See attachment for more detailed information for students who may be considering sitting the public sector recruitment test.

RESOURCES

Volunteers for Isolated Student Education

WISE has been operating since 1990, providing valuable support to outback students and parents in NSW, Queensland and Northern Territory. Similar but separate organisations also exist in South Australia and Western Australia.

Retiring? Taking Leave?

Volunteers for Isolated Student Education

urgently needs more tutors for placement this year. Rewarding experiences guaranteed!

For more information contact Helen Richards, (02) 9858 4159 or visit

www.vise.org.au